



**DEPARTMENT OF THE ARMY**  
OFFICE OF THE CHIEF OF PUBLIC AFFAIRS  
1500 ARMY PENTAGON  
WASHINGTON DC 20310-1500

SAPA-AOD

15 September 2005

**MEMORANDUM OF INSTRUCTION AND IMPLEMENTATION FOR  
ARMY PUBLIC AFFAIRS PERSONNEL ASSIGNED TO COMMUNITY RELATIONS  
ACTIVITIES**

**SUBJECT:** Department of the Army Outreach Awards Program

1. **Purpose:** To provide information to major commands (MACOMS) on the Army's Sixth Annual Army Outreach Awards Program.
2. **Applicability:** All Army public affairs and community relations officers, public affairs specialists, noncommissioned officers and enlisted personnel assigned to community relations activities in accordance with Army Regulation 360-1 (Army Public Affairs Program), dated 15 September 2000 and for any program or event occurring during calendar year 2005.
3. **Description:** The intent of the Army's Outreach Awards Program is to recognize excellence in community outreach activities in three broad categories: Individual, Program, and Special Event. Also, included in the Awards Program is the Chief of Public Affairs Award of Distinction, a separate discretionary award presented to an Army organization to recognize extraordinary Community Relations Outreach contributions. Judges have the discretion to award Special Awards of Excellence to those programs that fall outside the norm. IMA HQ will submit its top three entries from installation submissions supported by its regions. MACOMs will submit their top three entries from units and schools they support in each of the following categories – Individual, Program and Special Event. HQDA staff, Field Operating Agencies and Direct Reporting Units will submit their top three entries in each category directly to OCPA Community Relations. National Guard and Army Reserve will submit their top three entries in each category through the National Guard Bureau and the Office of the Chief of Army Reserve Public Affairs Offices, respectively:
  - a. Individual – A soldier or civilian, serving in a community relations capacity, who accomplishes Army community relations objectives in an exceptionally superior manner.
  - b. Program – An ongoing community relations program or series of events that contribute to achieving Army community relations objectives in an exceptionally superior manner.

- c. Special Event – Recognizes a single community relations event, tactic, technique or procedure that accomplishes Army community relations in an exceptionally superior manner.
- d. To be eligible, all submissions must be first-time entries or programs newly established during the 2005 calendar year. Nominations from last year cannot simply be reconfigured to emphasize a different aspect of the same initiative.

4. Annual Schedule:

- a. Applicants will submit two packets – one electronic version and one hard copy. Deadline for electronic submissions posted to OCPA web site is COB, 15 December 2005. Deadline for receipt of the hard-copy packet submission is COB 19 December 2005. Send hard copy via UPS or FEDEX (see item 7 for precise mailing address). Do not send USPS; packet will not arrive on time. IMA and MACOMs can submit up to three entries per category (maximum of nine). OCPA Community Relations point of contact will verify receipt of packets to respective submitters.
- b. JANUARY – OCPA/AOD reviews nomination packets and convenes a Board of Judges 11 & 12 January 2006, comprised of military and civilian community relations practitioners.
- c. JANUARY – Winners, runners-up and honorable mentions in each category are approved and announced by the Chief of Public Affairs.
- d. MARCH – DA Community Relations awards presented at the annual Worldwide Public Affairs Symposium.

5. Nomination Criteria: IMA, MACOMs; HQDA staff, Field Operating Agencies and Direct Reporting Units; the National Guard Bureau; and the Army Reserves may submit up to three entries in each category. A letter of endorsement from the appropriate higher headquarters must accompany each nomination packet. Each nomination packet must include the name, address, e-mail address and phone number and fax number of the individual who will accept the award if selected. Submit each core nomination packet electronically in Word format of 15 pages or less. Submit single-sided core nomination packet with support documentation in hard copy in a single two-inch or less, 8 ½ " x 11" tabbed three-ring binder. All support material must be on 8 ½ " x 11" paper and can be double-sided (shrink posters and maps to two-sided sheets):

- a. *"Individual" Category*
  - (1) Letter of endorsement
  - (2) Table of contents with tabs
    - a. Name, position title and duty description.
    - b. Justification – In two pages or less, "What were the individuals specific professional contributions to Army Community

Relations during the CY.” (Also review “Judging Criteria” in Item 7)

- c. Recommendation from supervisor (one page) to include supervisor’s e-mail address, telephone and fax numbers.
  - d. Support documentation.
- (3) Entries may be supported with internal-external, print and electronic media accounts, copies of awards for Community Relations activities earned during the calendar year, as well as relevant feedback that mentions the individual by name.

*b. “Program” Category*

- (1) Letter of endorsement from higher headquarters
- (2) Table of contents with tabs
  - Describe the research, planning, implementation and evaluation of the project using separate tabs for each section.
  - a. Research (Core criteria) – Discuss the formal and informal research methods used to develop the program or event.
  - b. Planning – List the objectives, tactics, techniques, procedures and goals of the project, including information about budget and resources allocated. Ensure strategic communication key messages are included.
  - c. Implementation – Provide details about the promotion and execution of the program or event.
  - d. Evaluation – Provide documentation on how the project contributed to the Army’s Community Relations objectives and concrete evidence of its success.
- (3) Recommendation from project supervisor to include supervisor’s e-mail address, telephone and fax numbers.
- (4) Support documentation
- (5) Entries may be supported with internal-external, print and electronic media accounts, copies of awards for Community Relations activities earned during the fiscal year, as well as relevant feedback that mentions the program by name.

*c. “Special Event” Category*

- (1) Letter of endorsement from higher headquarters
- (2) Table of contents with tabs
  - Describe the research, planning, implementation and evaluation of the project using separate tabs for each section.
  - a. Research – Discuss the formal and informal research methods used to develop the program or event.
  - b. Planning – List the objectives, tactics, techniques, procedures and goals of the project, including information about budget and resources allocated. Ensure strategic communication key messages are included.

- c. Implementation – Provide details about the promotion and execution of the program or event.
- d. Evaluation – Provide documentation on how the project contributed to the Army's Community Relations objectives and concrete evidence of its success.
- (3) Recommendation from project supervisor to include supervisor's e-mail address, telephone and fax numbers.
- (4) Support documentation
- (5) Entries may be supported with internal-external, print and electronic media accounts, copies of awards for Community Relations activities earned during the fiscal year, as well as relevant feedback that mentions the project/event by name.

6. **Judging Criteria:** The Community Relations Board of Judges will evaluate each entry on its successful contribution to Army Community Relations objectives. Those objectives are to:

- Increase public awareness.
- Foster good community relations.
- Inspire patriotism.
- Maintain the Army's respected reputation.
- Support recruiting efforts.

a. There will be a separate panel of judges for each category. Judges will possess an expertise in public affairs, public relations and community relations. OCPA's COMREL Team will select the Board of Judges from experienced professionals.

b. Feedback from former judges: The following are some "general observations" that you might want to consider as you package your nominations:

- Don't confuse goals and objectives. Also, objectives need to be "measurable."
- Some events appeared to be organized "on the fly" in response to an immediate need.
- Do not disregard ties with recruiting efforts, even if they are subliminal.
- Submissions that reflect thorough research help articulate and substantiate a strong plan.
- Identify "key messages;" ensure program/event supports them.

7. **Submission Address:** Due to postal security operations currently ongoing at the Pentagon serious consideration should be given to sending all packages via FEDEX or UPS to ensure timely deliveries. To expedite receipt of your entries send them with receipt verification requested to the following address:

OFFICE OF THE CHIEF, ARMY PUBLIC AFFAIRS  
 ARMY OUTREACH DIVISION  
 ATTN: SAPA-AOD  
 1500 Army Pentagon, Room 1D470  
 Washington, DC 20310-1500

8. POC for Army's Outreach Awards Program is Mr. Thomas Hankus at (703) 693-4961. Email: Thomas.Hankus @hqda.army.mil.



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